

## LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

1. (currently amended) A method for compiling an electronic database, the method comprising:

providing an electronic architecture which stores data related to individual personal traits and preferences for a plurality of persons;

receiving personal trait and preference data from ~~one or the plurality of more individuals~~ persons;

compiling the received data;

storing the compiled data into records in the electronic architecture ~~searchable by individual user defined micro-demographics~~; and

providing a user interface operable for a user, the user interface prompting the user for personal user information representing a trait or preference of the user, wherein the user interface further enables a user to:

submit at least one user parameter representing at least one trait or preference; and

search the electronic architecture as a function of the user parameter to identify at least some of the personal trait and preference data for at least one of the plurality of persons, wherein the at least some personal trait and preference data correlate to the user parameter;

providing other personal trait and preference data from the electronic architecture as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information; and

storing the personal user information as data in the electronic architecture.

2. (currently amended) The method according to claim 1, further comprising:

providing incentives to the ~~individuals~~ plurality of persons from whom the personal trait and preference data was received.

3. (currently amended) The method according to claim 2, further comprising:

providing flash advertisements to the ~~individuals~~ user searching the records of the electronic architecture.

4. (currently amended) The method according to claim 3, wherein the flash advertisements are based on data relevant to the ~~user-defined micro-demographics~~ used to search the records of the electronic architecture.

5. (original) The method according to claim 4, wherein the flash advertisements include advertisements for the purchase of products and services.

6. (currently amended) The method according to claim 5, wherein the flash advertisements are provided to the ~~individuals-user~~ searching the records of the electronic database after a threshold of relevance is established between at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information ~~the user-defined micro-demographics~~ and the products and services advertised.

7. (currently amended) The method according to claim 4, wherein the flash advertisements feature products and services based on the data from the electronic architecture pertaining to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information ~~user-defined micro-demographics~~.

8. (original) The method according to claim 5, wherein the flash advertisements feature preference data from the electronic architecture that is selectively relevant to an advertiser of the products and services.

9. (original) The method according to claim 7, wherein the flash advertisements include Internet links to the advertised products and services.

10. (original) The method according to claim 5, wherein the products and services advertised are separately catalogued in the electronic architecture, and the incentives enable the purchase of selected catalogued products and services.

11. (currently amended) The method according to claim 1, wherein the ~~personal preference data includes visual and audio data of the one or more individuals~~ user parameter does not relate to the user.

12. (currently amended) The method according to claim 1, further comprising:  
presenting questions to the ~~individuals~~user searching the records; and  
receiving responses to the questions.

13. (original) The method according to claim 12, wherein the questions and responses  
are further compiled as individual trait and preference data, and added to the stored data in the  
electronic architecture.

14. (currently amended) The method according to claim 12, wherein the questions are  
selectively presented to the ~~searchers~~user based on the trait and preference data.

15. (original) The method according to claim 1, wherein the personal trait and preference  
data is received via the Internet.

16. (currently amended) The method according to claim 1, wherein the searching of the  
records is performed by correlating values related to the traits and preferences identified in the ~~user~~  
~~defined micro-demographics~~ user parameter so as to return records within a predefined differential  
from those traits and preferences.

Claim 17 (canceled).

18. (currently amended) The method according to claim ~~17~~1, further comprising:  
providing recruiting incentives to the plurality of persons or the user to recruit others input  
personal traits and preferences into to access the electronic architecture;~~and~~  
~~receiving incentives in response to the recruiting of other to input their personal preference data.~~

Claim 19 (canceled).

20. (currently amended) The method according to claim ~~17~~1, further comprising:  
searching the records based on micro-demographic groupings of the data, the micro-demographic  
groupings being determined by individual users accessing the electronic architecture.

Claims 21-23 (canceled).

24. (currently amended) The method according to claim 24~~3~~, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

Claims 25-27 (canceled).

28. (currently amended) The method according to claim 27~~12~~, wherein the questions are based on the ~~user-defined micro-~~ at least one of the user parameter used to search the records of the electronic architecture, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information ~~demographics~~.

29. (currently amended) The method according to claim 20~~1~~, further comprising:  
modifying the user parameter to include at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, the user information, and at least some of the other personal trait and preference data;  
and enabling the user to perform another search of the electronic architecture, wherein  
~~records are returned as a result of the search, and the records returned as a result of the search are further searched by revising the user-defined micro-demographics and applying those revised user-defined micro-demographics to the returned records.~~

30. (currently amended) The method according to claim 21~~1~~, further comprising wherein  
sending an electronic message can be sent to at least one person ~~an individual~~ identified by a record in the electronic architecture or to a plurality of individuals ~~persons~~ identified by a plurality of records in the electronic architecture.

31. (currently amended) The method according to claim 21~~1~~, further comprising  
providing wherein ~~a message board is established based as a function of~~ on the user parameter used to search the records ~~user-defined micro-demographics~~, the message board being adapted to receive and display a message from the ~~individual~~ user searching the records or ~~an individual~~ at least one of the plurality of persons whose record is returned as a result of the search.

32. (currently amended) The method according to claim ~~21~~1, wherein the records of the electronic architecture can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

Claim 33 (canceled).

34. (currently amended) The method according to claim ~~33~~1, further comprising: inputting personal preference data for storage in the records of the electronic architecture.

Claims 35-38 (canceled).

39. (currently amended) The method according to claim ~~33~~1, further comprising: ~~receiving~~providing questions as an aspect of searching the records; and ~~providing~~receiving a response to the questions.

40. (currently amended) The method according to claim 39, wherein the questions are based on the at least one of the user parameter used to search the records of the electronic architecture, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information ~~user-defined micro-demographics~~.

Claims 41-54 (canceled).

55. (new) A system for compiling an electronic database, the system comprising:  
an electronic architecture which stores data related to individual personal traits and preferences for a plurality of persons;  
personal trait and preference data receiving element to receive personal trait and preference data from the plurality of persons;  
a compiler to compile the received data;  
a data storage to store the compiled data into records in the electronic architecture; and  
a user interface operable for a user, wherein the user interface prompts the user for personal user information representing a trait or preference of the user, and further wherein the user interface further enables a user to:  
submit at least one user parameter representing at least one trait or preference; and

search the electronic architecture as a function of the user parameter to identify at least some of the personal trait and preference data for at least one of the plurality of persons, wherein the at least some personal trait and preference data correlate to the user parameter;

wherein the user interface further provides other personal trait and preference data from the electronic architecture to the user as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons and the user information;

and further wherein the personal user information is stored as data in the electronic architecture.

56. (new) The system according to claim 55, further comprising incentives provided to the plurality of persons from whom the personal trait and preference data was received.

57. (new) The system according to claim 55, further comprising flash advertisements provided to the user searching the records of the electronic architecture.

58. (new) The system according to claim 57, wherein the flash advertisements are based on data relevant to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information used to search the records of the electronic architecture.

59. (new) The system according to claim 58, wherein the flash advertisements include advertisements for the purchase of products and services.

60. (new) The system according to claim 59, wherein the flash advertisements are provided to the user searching the records of the electronic database after a threshold of relevance is established between the user parameter and the products and services advertised.

61. (new) The system according to claim 58, wherein the flash advertisements feature products and services based on the data from the electronic architecture pertaining to the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information.

62. (new) The system according to claim 59, wherein the flash advertisements feature preference data from the electronic architecture that is selectively relevant to an advertiser of the products and services.

63. (new) The system according to claim 61, wherein the flash advertisements include Internet links to the advertised products and services.

64. (new) The system according to claim 59, wherein the products and services advertised are separately catalogued in the electronic architecture, and the incentives enable a purchase of selected catalogued products and services.

65. (new) The system according to claim 55, wherein the personal preference data includes visual and audio data of the plurality of persons.

66. (new) The system according to claim 55, further comprising:  
questions provided to the user searching the records; and  
responses received from the user to the questions.

67. (new) The system according to claim 66, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored data in the electronic architecture.

68. (new) The system according to claim 66, wherein the questions are selectively presented to the user based on the trait and preference data.

69. (new) The system according to claim 55, wherein the personal trait and preference data is received via the Internet.

70. (new) The system according to claim 55, further comprising:  
incentives provided to the plurality of persons or the user to recruit others input personal traits and preferences into the electronic architecture.

71. (new) The system according to claim 55, further comprising:  
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a search feature enabling a user to search the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the electronic architecture.

72. (new) The system according to claim 57, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

73. (new) The system according to claim 66, wherein the questions are based on the at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information used to search the records of the electronic architecture.

74. (new) The system according to claim 55, wherein the user interface further modifies the user parameter to include at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons, the user information, and at least some of the other personal trait and preference data, and further wherein the user interface enables the user to perform another search of the electronic architecture.

75. (new) The system according to claim 55, further comprising sending an electronic message to at least one person identified by a record in the electronic architecture or to a plurality of persons identified by a plurality of records in the electronic architecture.

76. (new) The system according to claim 55, further comprising a message board that is provided and based on the at least one of the user parameter used to search the records, the at least some personal trait and preference data, the at least one of the plurality of persons, and the user information, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of persons whose record is returned as a result of the search.

77. (new) The system according to claim 55, wherein the records of the electronic architecture can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

78. (new) The system according to claim 55, wherein the electronic architecture comprises a database and a database management system.

79. (new) A method for compiling an electronic database, the method comprising:  
providing an electronic architecture which stores data related to individual personal traits and preferences for a plurality of persons;  
receiving personal trait and preference data from the plurality of persons;  
compiling the received data;  
storing the compiled data into records in the electronic architecture;  
providing a user interface operable for a user, the user interface prompting the user for personal user information representing a trait or preference of the user, wherein the user interface further enables a user to:  
submit at least one user parameter representing at least one trait or preference;  
submit at least one differential value representing members of the plurality of persons; and  
search the electronic architecture as a function of the user parameter and the differential value in order to identify at least some of the personal trait and preference data for at least one of the plurality of persons, wherein the at least some personal trait and preference data correlate to the user parameter, the at least one of the plurality of persons and the user information correlate to the differential value;  
providing other personal trait and preference data from the electronic architecture as a function of at least one of the user parameter, the at least some personal trait and preference data, the at least one of the plurality of persons and the user information; and  
storing the personal user information as data in the electronic architecture.

80. (new) The method of claim 79, wherein the differential value represents a number of people having individual personal traits and preferences that do not match the user parameter.

81. (new) The method of claim 79, wherein the differential value represents a number of people having individual personal traits and preferences that do match the user parameter.